



## Colour Change Case History

B&H Colour Change Ltd

Tel: +44 (0) 845 4584121

Fax: +44 (0) 845 4584131

[www.colourchange.com](http://www.colourchange.com)

[team@colourchange.com](mailto:team@colourchange.com)

### Tia Maria Personality Cards 'Check out your ESP with Tia Maria'

Tia Maria Branded Cards were created incorporating a liquid crystal panel each revealing one of four colours. The pub promotion invited customers to find out their ESP by placing their finger on the panel of the card they were given - If the panel changed red it meant they were Exotic, Green – Sensual, Blue – Perceptive and Black – ESP.

The customers were then given a leaflet by the Tia Maria Promotional Staff which matched their hidden inner ESP as revealed by the tester card and more information about the prizes which could be won. The entries to the free draw prize had to be completed on a Tia Maria ESP entry form. The draw was taken at 11pm in all participated pubs on the night of the promotion.

